GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:4435
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RATE OF GROWTH FOR TEA
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the rate of growth for tea has declined in terms of domestic consumption and also in terms of per capita consumption of tea;

(b) if so, the details thereof; and

(c) whether the Government proposes to devise a new strategy for promoting tea as national beverage and boost its domestic consumption?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH)

(a) &(b) : The domestic and per capita consumption of tea has been increasing in absolute quantity terms. However, the rate of growth of tea during the last three years (2004-2006) has registered a marginal decline in terms of domestic consumption and per capita consumption when compared to the period 2001-2003. The rate of growth has declined from 3.05% (2001-2003) to 2.45% (2004-2006). Per capita consumption has also declined from 1.38% (2001-2003) to 0.88% (2004-2006).

(c): There is no proposal to promote tea as a national beverage. As a beverage, tea has a very high degree of penetration particularly among the rural consumers. However, tea has been facing some competition from other beverages. To combat this competition and also to boost domestic consumption of tea, Tea Board has been undertaking a number of promotional activities in the country propagating the health benefits of tea and has also been participating in a number of domestic fairs and exhibitions besides using both print and electronic media highlighting tea as a health and lifestyle beverage.